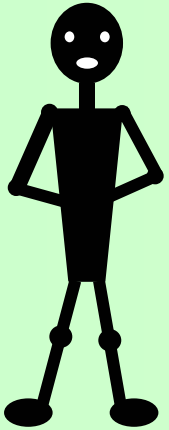


Tell  
Someone



# Referral Marketing Campaigns: 'Slashdotting' Digital Library Resources

**Presented by:** James Buczynski, M.L.I.S.  
Seneca College of Applied  
Arts & Technology

# Agenda



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- Our Sustainability Problem?
- Marketing Missteps
- ‘Slashdot Effect’
- Word of Mouth Marketing, Online, Offline
- Word of Mouth in a Library Setting

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# Why Am I Here?

## We Have Real Challenges

### 1. We built it and the crowds didn't come?

- Competition
- Fickle demands / tastes / expectations
- Invisibility due to poor location/positioning in online universe

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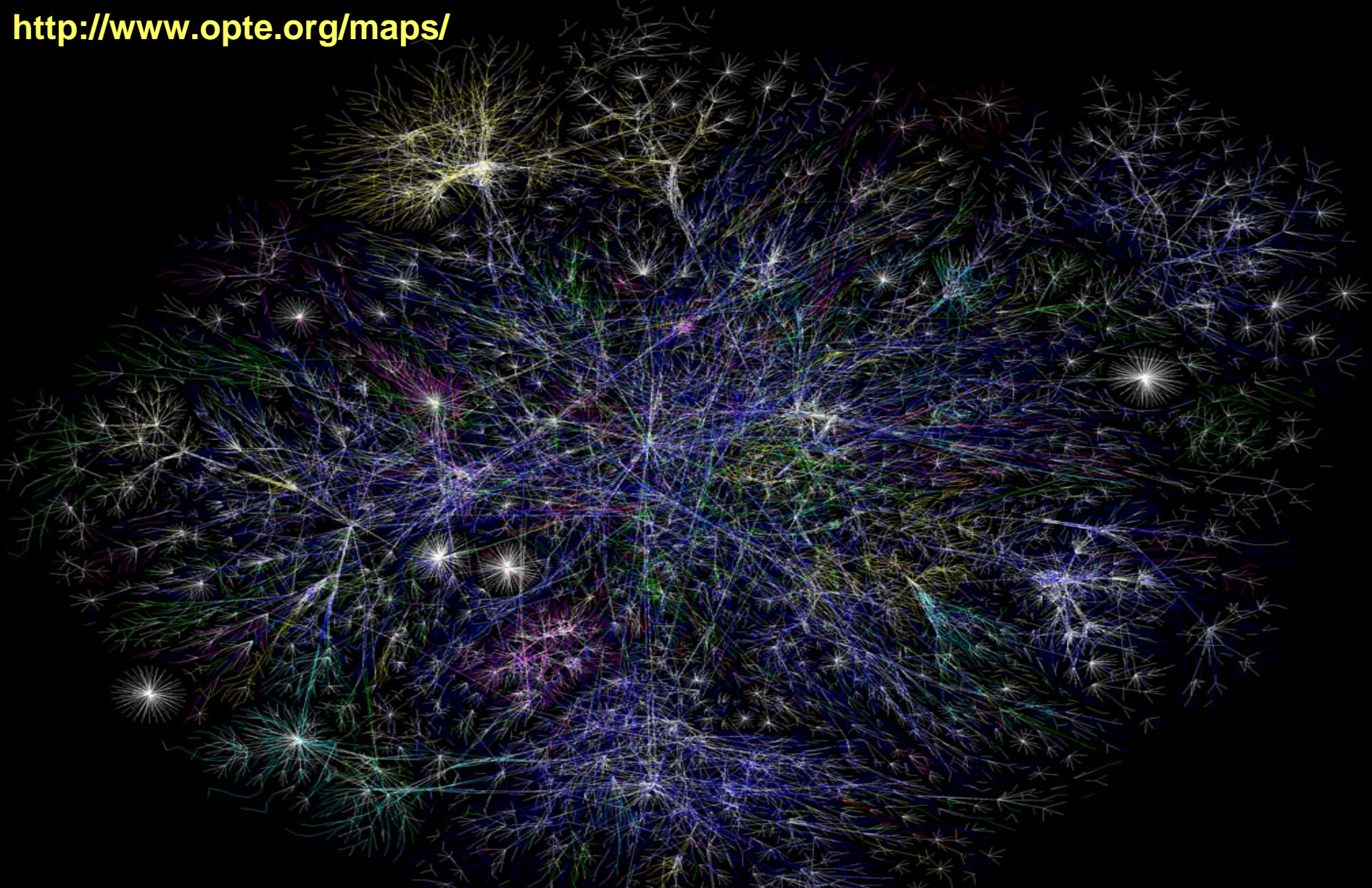
# Crowds are not coming...

- ***Service Trends in ARL Libraries, 1991-2004***
  - A 34% drop in reference service transactions.
  - Book circulation per capita is falling.
- ***Perceptions of Libraries and Information Resources (OCLC 2005)***
  - Libraries are synonymous with books.
  - 84% of the respondents began their search process by accessing a web search engine.
  - 1% that began with the library's web site.

Tell  
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**How do they  
find your resources?**





**Location, location, location...how good's our location in the online universe?**

Tell  
Someone

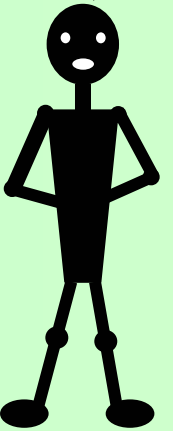
# Real Challenges

## 2. Accountability expectations

- More data, better data
- Declining or stagnant customer bases don't bode well for continued library funding.
- ~~borrowing/circulation and library visitor~~ volume, page views and resource downloads is the new currency.
- libraries are competing for traffic, with a constantly growing list of competitors

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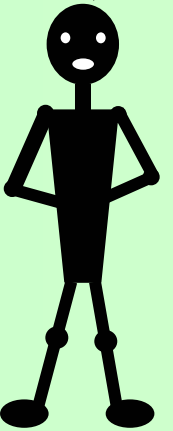
# My Core Argument...

- 
- Marketing missteps are to blame for the declining role of libraries in people's lives.
  - Awareness gap between our offerings and the communities they serve.
  - **I argue that WOM or referral marketing is a strategy to span this gap.**



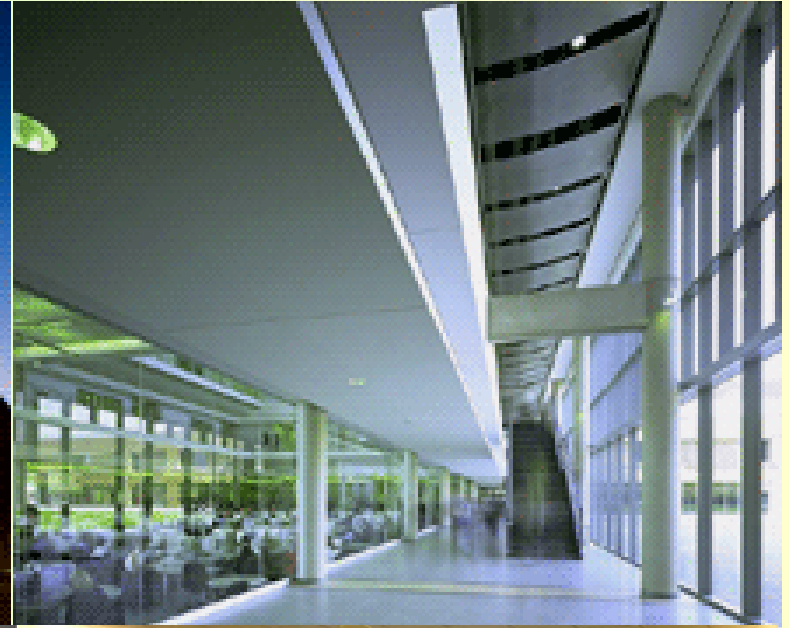
Tell  
Someone

# Marketing Missteps?

- 
- Strategy: marketing libraries as 'places'.
  - bring more people to the library.
  - increase borrowing and visitor statistics.
  - places of solitude, learning, leisure, business and assistance.

Tell  
Someone

# Old Marketing Strategy



<!DOCTYPE html  
xmlns="http://www  
content="text/html  
content="Blogger

Tell  
Someone

# New Marketing Strategy

**Seneca LIBRARIES**

Enhancing scholarship, creativity and innovative learning.

Site Map |  Seneca



Now with more content! Over 15,000 ebooks and 21,000 ejournals available.

## Search

for  in

## Browse

### Find Books, Videos & DVDs

Seneca Library Catalogue, eBooks, Other Catalogues

### Find Articles & More

Search Options, Off-Campus Access

### Research Help

Citing (APA, MLA etc.), Quick Reference Tools, Starting My Research, more...

### Academic Honesty & Copyright

Academic Honesty, Copyright

### Research by Subject

Alphabetical

### Research by Course

Textbooks, Course Resource Pages, Research Tutorials

### Borrower Services

How Do I?, Loan Periods, more...

### About the Library

Hours, Group Study Rooms, About Each Campus, Contact Us, more...

## What's Happening?

- [see all news](#) -

» Newnham Book Sale Today!

[[more](#)] - Jan 24, 2007

» 2006 & 2005 CLIO Award

Screenings [[more](#)] - Jan 18, 2007

» Tours at Markham Campus

Library [[more](#)] - Jan 12, 2007

**ASK  
US  
NOW**

## New at Seneca Libraries

- [see all new books](#) -

Thinkertoys :  
a handbook  
of creative-  
thinking  
techniques



by Michael

Michalko

- Information for Students
- Information for Faculty
- Career Resources

- Your Library Account
- Audio-Visual Services
- Library Partners

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content="tex  
content="Bl



## RELATED AREAS

[All E-Resources](#)

[Consultations](#)

[E-Journals](#)

[Instruction,  
Classes & Tours](#)

[Subject Guides](#)

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## RESEARCH TOOLS


## LIBRARY SERVICES

## ABOUT LIBRARIES

[University of Miami Libraries Home](#) > [Search](#) > [E-Resources](#) >

## New Databases

Recently added indexes, full text services and other research databases organized by date. Receive monthly updates of this list automatically. Click the RSS icon and copy the URL to your RSS reader:  [more information](#)

 Access restricted to UM

 Contains Full-Text.

		<a href="#">DynaMed</a>	2007-02-14
		<a href="#">Royal Society of Chemistry (RSC) Digital Archive</a>	2007-02-13
		<a href="#">Blackwell Backfiles</a>	2007-02-13
		<a href="#">ScienceDirect Backfiles</a>	2007-02-13
		<a href="#">Wiley Interscience Backfiles</a>	2007-02-13
		<a href="#">Dialnet</a>	2007-02-05
		<a href="#">Mergent Online</a>	2007-02-05
		<a href="#">Essential Science Indicators</a>	2006-12-19
		<a href="#">British Humanities Index</a>	2006-12-19
		<a href="#">Public Documents Masterfile</a>	2006-12-12
		<a href="#">SCOPUS</a>	2006-12-12



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Libraries](#)

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## Featured Database: America's Historical Newspapers

Wednesday, January 3rd, 2007

This database, one of many primary source collections, contains full text, searchable scanned images of early American newspapers published between 1690 and 1876, including titles from all 50 present states.

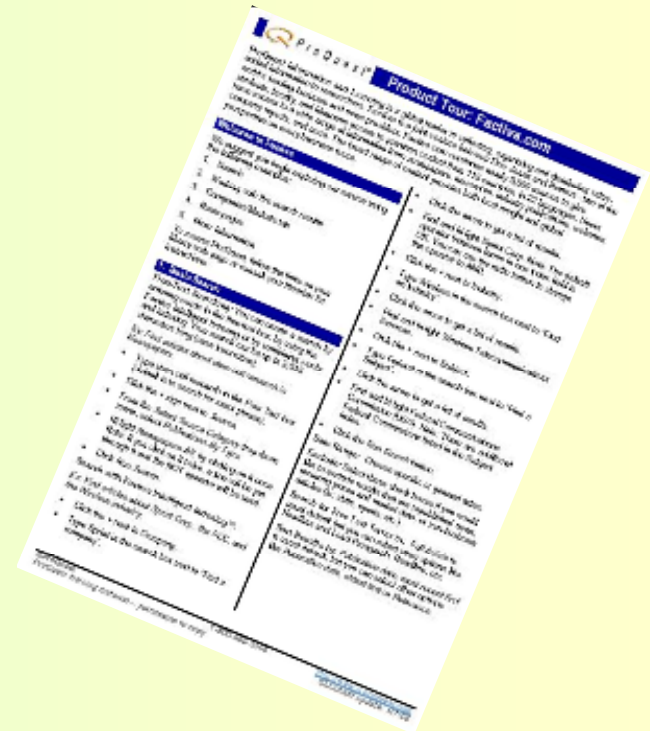
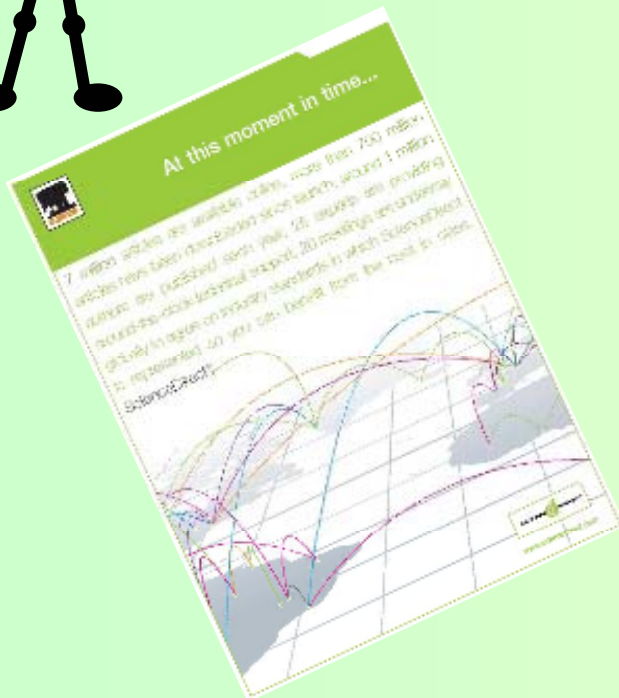
In addition to full-text searching, you can view newspapers by Presidential Era, ranging from George Washington (1789-1797) through Ulysses S. Grant (1869-1877), or by Eras in American History, ranging from the Early Colonial Era to Reconstruction.

[Connect to America's Historical Newspapers](#). Access is limited to individuals who are part of Ohio University's Athens campus.

Posted in Resources | No Comments »

Tell  
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# Place brochures and quick reference guides, in labs, offices...



Tell  
Someone

# Same Old, Same Old Doesn't Work

- Digital library as a place is not working.
- Our resources need to be where people are online.
- In essence it is a product placement challenge.





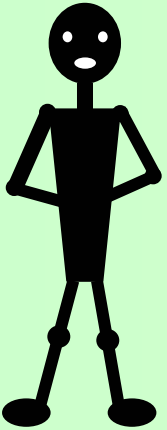
**We need to put our resources where our folks congregate online.**

**We can't do it alone.**



Tell  
Someone

# “Slashdotting”



- Slashdot < <http://slashdot.org/> > showed the world in 1997 how powerful electronically mediated conversations could be in terms of directing traffic to little known web sites.
- People find great web sites by sampling their content from other known web sites. BoingBoing, Digg, etc.

[▼ Opinion Center](#)[Intel](#)[▼ Sections](#)[Main](#)[Apple](#)[AskSlashdot](#)[Backslash](#)[Books](#)[Developers](#)[Games](#)[Hardware](#)[Interviews](#)[IT](#)[Linux](#)[Politics](#)[Science](#)Slashdot is powered by **your submissions**, so send in your scoop

## **Your Rights Online: Web Censorship Proposed For Norway**

**Posted by kdawson on Monday February 12, @10:36PM**  
from the **great-firewall** dept.

Aqwis writes

"A [Norwegian Web filtering system](#) (link in Norwegian), comparable to the Great Firewall of China, has been proposed to the Norwegian legislature. It would, if enacted, block all Web sites *and* servers that contain hate material (racial hate, pro-Nazi sites, hate towards the government, etc.), most kinds of pornography (not only child pornography), foreign gambling sites, and sites that share copyrighted or other material that it is not legal to share (such as most BitTorrent sites and services such as LimeWire). Reactions have been mixed; however they are mostly negative."

[► censorship, internet \(tagging beta\)](#)[Read More...](#) [yro.slashdot.org](http://yro.slashdot.org)[41](#) of [49](#) comments

**Does Your Job Suck?**  
**Find one that doesn't.**  
**Go to Dice.com.**

**FIND TECH****Dice™***The Career Hub for Tech Insiders™*[Developers](#)[Are AV False Positives Hurting You?](#)[Mash Apache Derby with New OpenOffice 2.0 feature](#)[An Overview of Parallelism](#)

REACH MILLIONS  
WHO READ SITES LIKE THIS...

AUTHOR DRIVEN  
**FEDERATED MEDIA**  
PUBLISHING

CONTACT FM  
TO ADVERTISE HERE

**boingboing**

A DIRECTORY OF WONDERFUL THINGS



[suggest a link](#) | [defeat censorware](#) | [rss](#) | [archives](#) | [t-shirts](#) | [digital emporium](#)  
| [podcast feed](#) | [mark](#) | [cory](#) | [david](#) | [xeni](#) | [john](#)

Search Boing Boing

MONDAY, FEBRUARY 12, 2007

## William Gurstelle's trebuchet on TV



My friend and Make contributing editor Bill Gurstelle was on TV showing off one of his big trebuchets. Bill has written a number of great [books](#) about making trebuchets and things that fly and explode. [Link](#)



### [Art: Your initials as painting](#)

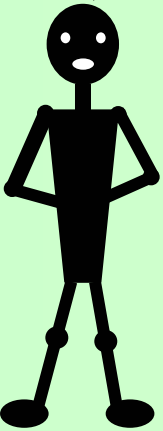
Mart (artist) is selling 676 unique paintings with your initials from AA to ZZ!

[www.artinitials.com](http://www.artinitials.com)

Try BB's new

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Someone

# Marketing Strategy...



- Word of Mouth
- Referral
- Community, Grassroots
- Guerrilla
- Viral
- Buzz
- Stealth, Infiltration
- Relationship
- Tell-a-Friend
- Interpersonal
- Hearsay
- Hype
- Experiential
- Roach
- Testimonial
- Evangelist
- Influencer
- Gossip
- Shilling
- Slashdotting





Tell  
Someone

# What is WOMM?

## WOMMA Definition:

Give people a reason to talk about your stuff and make it easier for that conversation to take place.

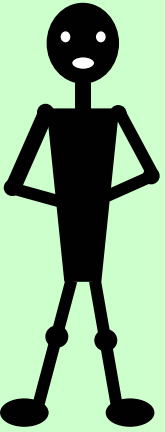
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Someone

# What is WOMM?

- Not new. Ideas and practices have been around for a long time.
- What is new is the reach today's technology gives it.
- WOMMA and others have found that only 20% or less, of WOM happens, online
- Face to face still matters.

# Sample Campaign

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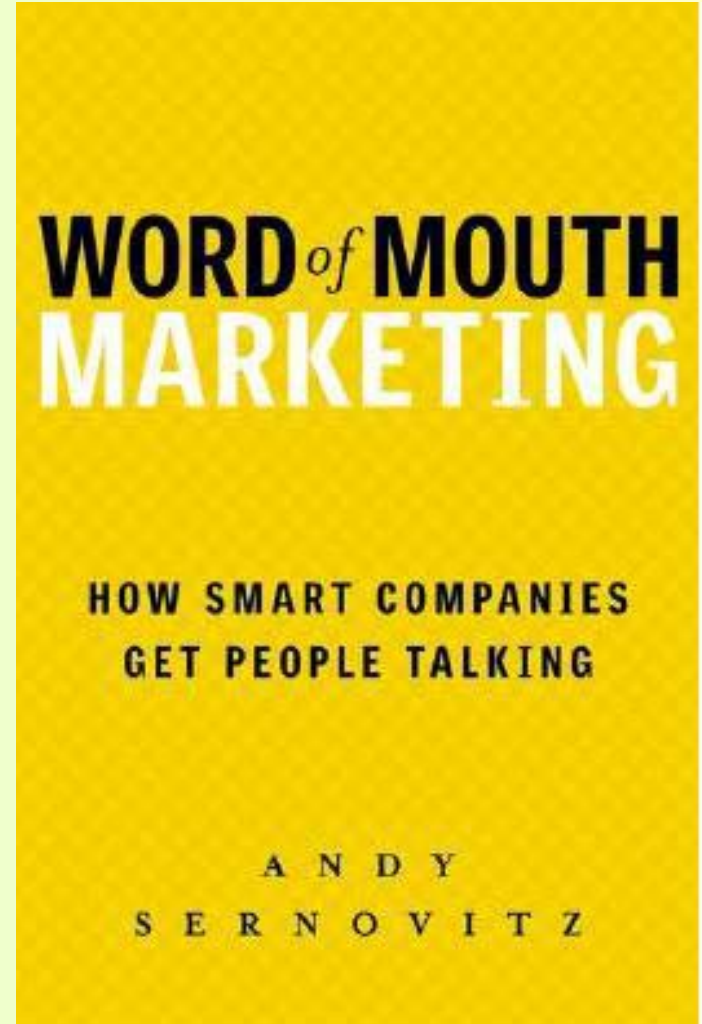


```
<!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Strict//EN" "http://www.w3.org/TR/xhtml1/DTD/xhtml1-strict.dtd"> <html
xmlns="http://www.w3.org/1999/xhtml" xml:lang="en" lang="en"><head><title>News</title><meta http-equiv="Content-Type"
content="text/html; charset=UTF-8" /><meta name="MSSmartTagsPreventParsing" content="true" /><meta name="generator"
content="Blogger" /><link rel="alternate" type="application/atom+xml" title="News(Atom0.3)"href="http://people.senecac.on.ca/
```

# 5 Ts of WOMM

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1. Talkers
2. Topics
3. Tools
4. Taking Part
5. Tracking







Tell  
Someone

# Why Consumers Talk: Motivations

1. Altruism (help others make consumption decisions)
2. Policing the market (reward firms that do good)
3. Cognitive Dissonance (we're tight because we use the same stuff)
4. To connect and be social (start a conversation)
5. Scarcity (value of information)
6. Reciprocity (WOM as currency)
7. Self-expression (this is my bling)
8. Self-enhancement (reputation, power, status)



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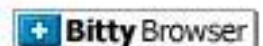
# 4 Rules of WOM

- Be interesting
- Make people happy, give them a remarkable experience.
- Earn trust and respect.
- Make it easy: message with integrity, help people share it.

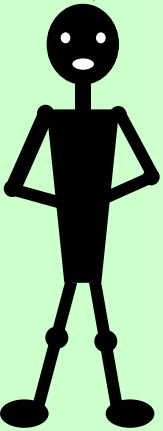
Tell  
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# Make it easier for that conversation to take place

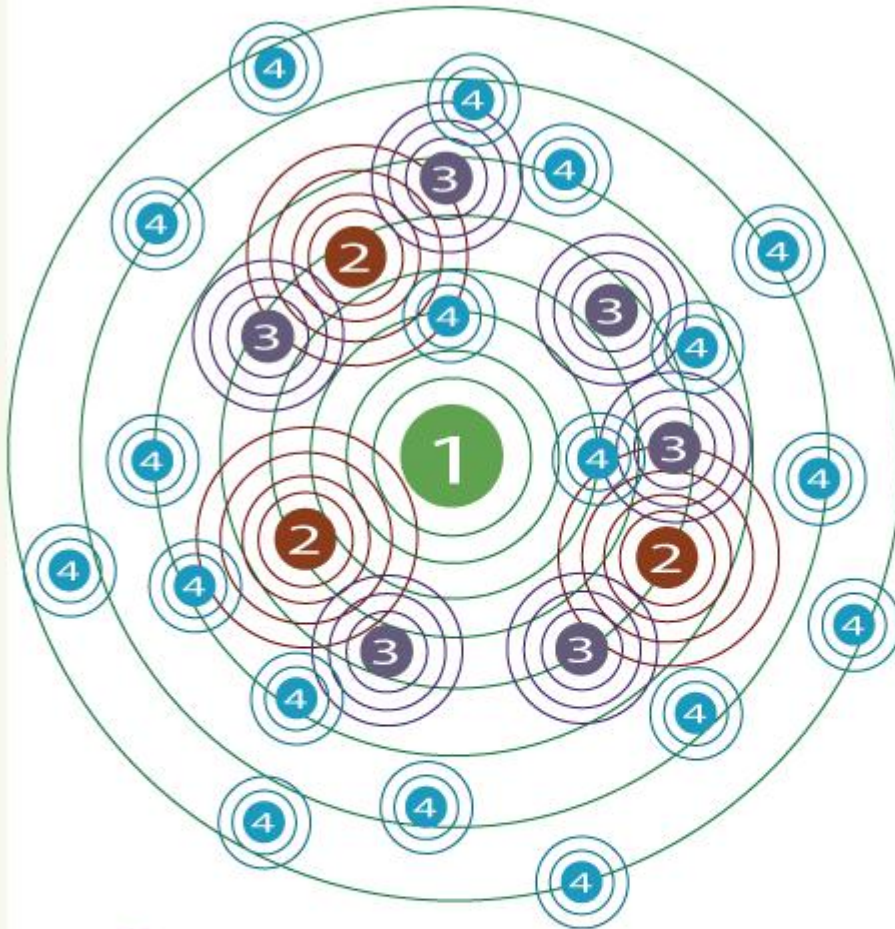
- Find places for the conversation to take place: blogs, websites...
- Blogs extend and accelerate the conversation.
- “Slashdot effect” especially via syndication.



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# Influence Ripples



**1** 1000 + links

Bloggers who exert a larger "sphere of influence" have a broad ripple effect.

**2** 500 + links

Bloggers at the lower ranking levels also influence, but their ripples are **smaller**. Bloggers with smaller "influence ripples" tend to be higher in volume.

**3** 200 + links

**4** -100 links

Note: links represent # of other blogs/sites referring to recipient.

Graphic by:

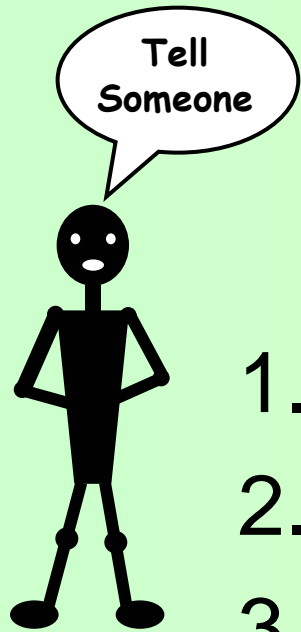
David Armano

[http://darmano.typepad.com/logic\\_emotion/](http://darmano.typepad.com/logic_emotion/)

<!DOCTYPE html PUBLIC  
xmlns="http://www.w3  
content="text/html; cha  
content="Blogger" /><



# Ethics



1. Honesty of relationship
2. Honesty of opinion
3. Honesty of identity

1. I will always be truthful and will never knowingly relay false information. I will never ask someone else to deceive bloggers for me.
2. I will fully disclose who I am and who I work for (my identity and affiliations) from the very first encounter when communicating with bloggers or commenting on blogs.
3. I will never take action contrary to the boundaries set by bloggers. I will respect all community guidelines regarding posting messages and comments.
4. I will never ask bloggers to lie for me.
5. I will use extreme care when communicating with minors or blogs intended to be read by minors.
6. I will not manipulate advertising or affiliate programs to impact blogger income.
7. I will not use automated systems for posting comments or distributing information.
8. I understand that compensating bloggers may give the appearance of a conflict of interest, and I will therefore fully disclose any and all compensation or incentives.
9. I understand that if I send bloggers products for review, they are not obligated to comment on them. Bloggers can return products at their own discretion.
10. If bloggers write about products I send them, I will proactively ask them to disclose the products' source.



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# What is WOMM?

- You've always been doing it, just not strategically.
- WOMM is actionable, trackable and plannable.



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How does a WOM  
marketing strategy play out  
in a library setting?



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# Difficulty of Marketing Library Stuff

- Difficult to communicate what libraries are about.
- World Wide Web is a “Digital Library”.
- iTunes is a digital library.
- YouTube is digital library.
- FlickrR is a digital library.
- **Differentiation from competitors is increasingly difficult.**

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# What to WOMM?

- Highest usage?
- Lowest usage?
- Uniqueness?
- Non-text?
- New?



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# Establish Marketing Goals and Objectives

**Goals:** are broad general intentions;  
they are often intangible and cannot be  
easily measured.

**Objectives:** are the deliverables that  
will be used to meet a specific goal.  
They are precise, tangible and can be  
measured.

# Examples



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- **Goal #1:** Increase awareness of the library's licensed online resources.
- **Objective #1:** Provide the editors of 10 academic department websites with an annotated and hyperlinked list of relevant information products, licensed by the library. Negotiate the posting of the list to the department's website.
- **Objective #2:** Plan and deliver a 'brown bag' digital library orientation luncheon, for middle school teachers, on a pedagogical day, at the local middle school.
- **Objective #3:** Decrease interlibrary loan requests by 10% for materials available online.
- **Objective #4:** Acquire a "federated search engine" for the library's digital holdings.



# Examples



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- **Goal #2:** Increase usage of the library's licensed online resources.
- **Objective #1:** Increase the number of full-text articles downloaded by 10%.
- **Objective #2:** Identify the bottom 10%, measured by usage of the library's ejournal collections. Arrange one-on-one meetings with 3 potential users for each product. Ask them to share with two friends or acquaintances who might also be interested in the products.
- **Objective #3:** Increase the number of course assignment based information literacy classes offered by 20%.

# Examples



- **Goal #3:** Collect testimonials of best practices of library resource placement, outside the library.
- **Objective #1:** Prompt collaborators for written testimonials. Collect ten or more.
- **Objective #2:** Interview collaborators and record their testimony (audio?, audio/video?). Collect 3 or more.
- **Objective #3:** Prompt library staff to write up best practices for integrating library resources into external websites.

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# Identifying and Selecting Speakers

- Identify your target markets
  - Library's strongest user base
  - Library's weakest user base
  - Least satisfied user group
  - Undergraduates in subject disciplines that use the library a lot
  - Graduate students
  - ESL students
  - Community groups
  - Specific departments in your organization: Teaching and learning, prospect research, policy analysts



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# Identifying and Selecting Speakers

- Challenge is to identify influential speakers to contact in each target group in the community.
- Ideally, the speakers will have both an online and offline audience.
- Some people will never be reachable and/or responsive to product placement or referral requests.
- Ideally you seek people who can pass along your message without the need for more than an initial stimulus, and are able to replicate the message without loss of content.



Tell  
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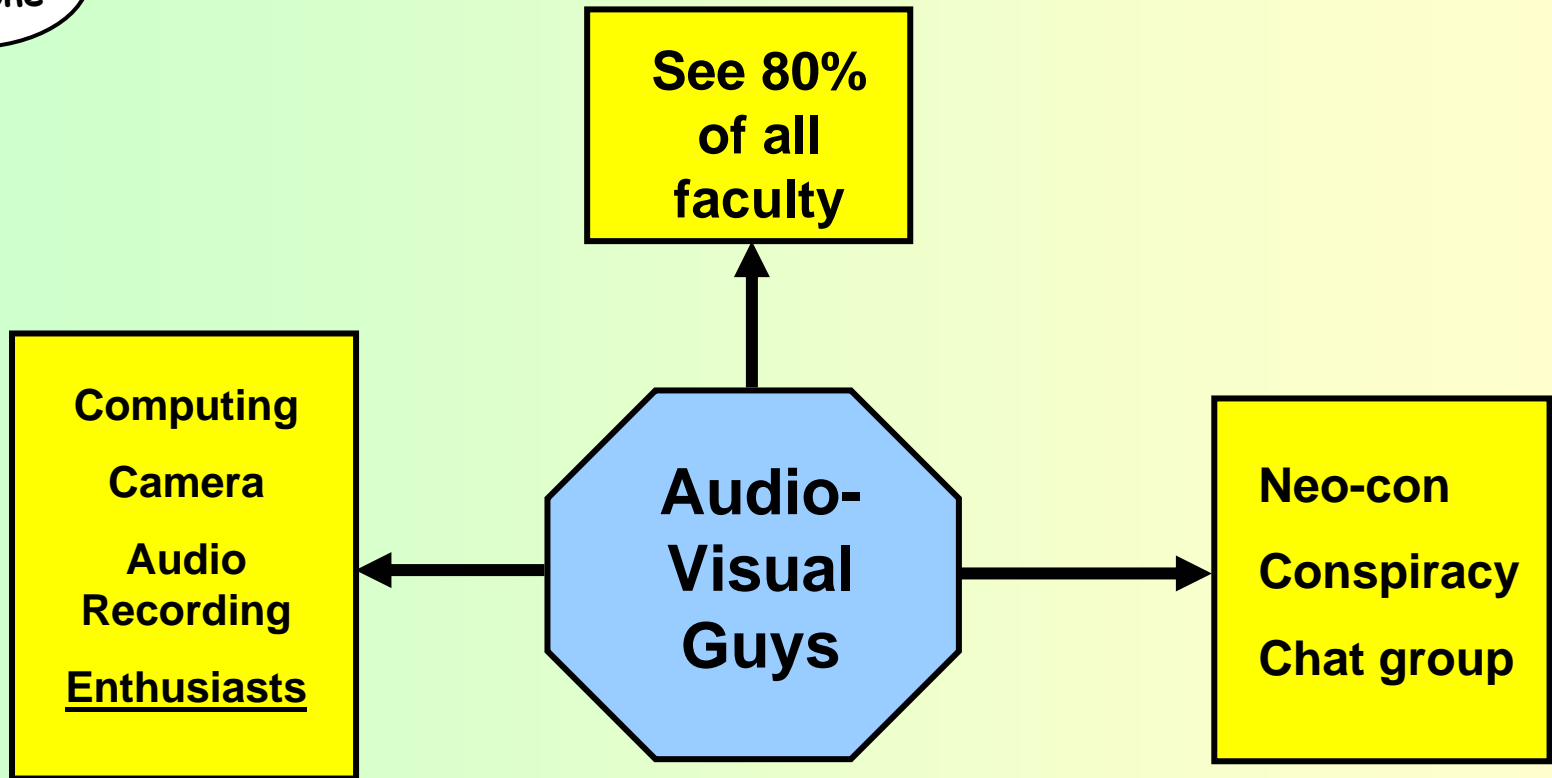
# Selecting/Identifying Speakers

## Celebrities:

- Stanley Milgram 6 degrees of separation
- Malcolm Gladwell
  - Mavens
  - Connectors
- Emanuel Rosen
  - Hubs
    - Expert
    - Social
- Keller and Berry
  - Influentials

## Regular Folk:

- We trust the opinions of people like ourselves more than anyone else.
- Wisdom of Crowds (James Surowiecki )
- Amazon.com make everyone a reviewer.
- Pew Study found that 44 million folks had rated a product online...but more did so offline.



Tell  
Someone

# Regular Folks

- Find out who is happy and motivated?
- Who do you talk to regularly?
- Who visits you the most?
- Who are your eager employees?
  - Do they blog?

Tell  
Someone

# What do you “Seed” them with?

Your job: Give people something to talk about.

- Message should be simple, portable.
- Give them exclusive information.
- Make it fun.
- Promote a benefit not a thing.
- Promote the rule not the exception.
- Testimonials (get permission to share them).



Tell  
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# What do you “Seed” them with?

- Find stories
  - Solutions to a problem
  - Opportunity
  - Secrets
  - Help others
- Don't lie, libraries are hard to use.
- Effortless trials, yeah right!

Tell  
Someone

# Who Seeds Them?

Have a valid place in the conversation.

- Bibliographers?
- Library instructors?
- Circulation staff?
- Ambassadors?
- Advisory committee members?
- eResources librarian?

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# Make it easier for that conversation to take place

- Find places for the conversation to take place: blogs, websites...
- Blogs extend and accelerate the conversation.
- Activate “Persistent Links” in your resources.
- Create topics, folksonomie tags
- Make it easy to subscribe to your site/blog (list of feed aggregator buttons)

Tell  
Someone

# Make it easier for that conversation to take place

- Tell-a-friend-email forms
- Blurbs, give examples...
- HTML code
- Video Links, Camptasia
- Canned email messages
- Give out Vendor Swag



Tell  
Someone

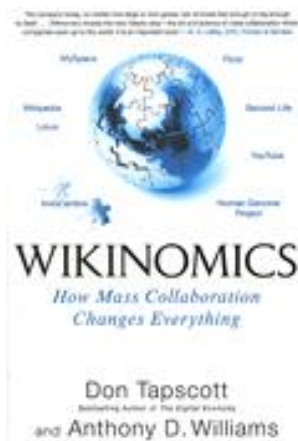
# Examples – Newsletter content

## Library Catalogue Now Looks More Like an Online Bookstore

Information about an item can now include: book cover images, film cover images, CD booklets, fiction profiles, author biographies, tables of contents, book reviews, excerpts, book summaries and first chapters.

Look for an “Additional Information” hyperlink on library catalogue record displays.”

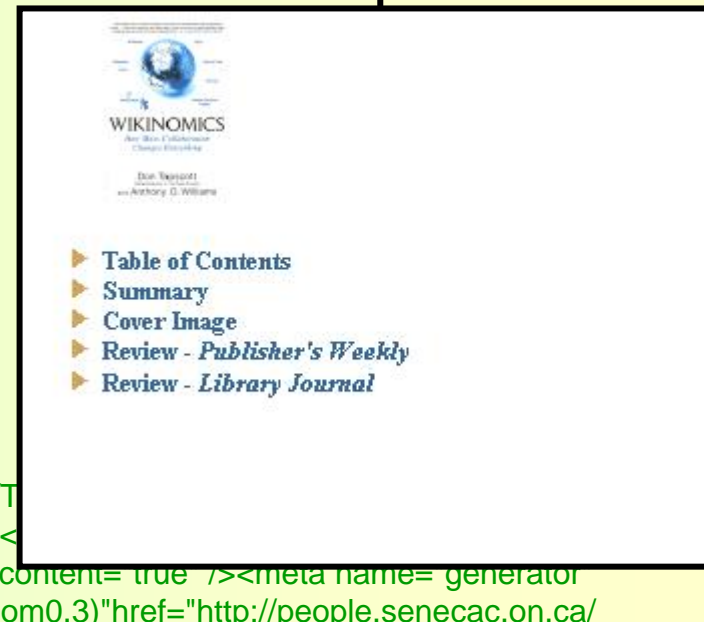
Additional Info: [Check for more information on this title.](#)



Main Author: [Williams, Anthony D.](#)

Title: **Wikinomics**: how mass collaboration changes everything

Publisher: Penguin Group 2006





Tell  
Someone

# Example - Code

```
<h2>New Islamic art and architecture in ARTstor</h2>
```

```
<P>Recently we announced the first fruits of our collaboration  
with Sheila Blair, Jonathan Bloom and Walter Denny through  
which we will make available up to 25,000 images from the  
personal image archives of these three distinguished  
Islamicists. </P>
```

```
<P>We are now pleased to announce that an additional 3,600  
images have recently been released into the ARTstor Digital  
Library, bringing the total number of images from this collection  
now available to ARTstor users to more than 9,000. This latest  
release includes images of the Islamic architecture and  
decoration of Turkey, Morocco, Spain, Iran and other regions  
of the Islamic world. </P>
```

```
<P>Some additional information is <A  
href="http://www.artstor.org/info/news/islamic_add_announce.j  
sp">here</A>.</P>
```

```
<!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Strict//EN" "http://www.w3.org/TR/xhtml1/DTD/xhtml1-strict.dtd"> <html  
xmlns="http://www.w3.org/1999/xhtml" xml:lang="en" lang="en"><head><title>News</title><meta http-equiv="Content-Type"  
content="text/html; charset=UTF-8" /><meta name="MSSmartTagsPreventParsing" content="true" /><meta name="generator"  
content="Blogger" /><link rel="alternate" type="application/atom+xml" title="News(Atom0.3)" href="http://people.senecac.on.ca/
```

Tell  
Someone

# Example – Cut-and-Paste to Blog

## Keep Your Reading Up-to-Date with Email and RSS Subscriptions

You pre-select content you want to stay current with and it is ‘pushed’ to you, through email, or your “feed” aggregator.

Content delivery possibilities include: table of contents for each published journal issue or volume, citation retrievals from pre-set research queries and citation tracking (i.e. tracking articles that cite a specific article).

For more information see <<http://tinyurl.com/2zgqrf>>

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Someone

# WESLEYING



REAL STUDENTS. REAL STUDENT LIFE AT WESLEYAN UNIVERSITY

GOT AN EVENT? E-MAIL US: [WESLEYING \(AT\) GMAIL.COM](mailto:WESLEYING@GMAIL.COM)

WEDNESDAY, FEBRUARY 7

## Books that are Totally Legal to Read Online

Many people at this school at any given time are reading books so old that their copyright has expired (or they never had a US copyright). What does that mean? It means it's perfectly legal for you to read these books online and not buy the book.

So for example, you need to read *Pride and Prejudice* for class. Where can you read it?

- You can search for it at [Netlibrary](#), a service Wesleyan subscribes to (which contains both ebooks out of copyright and some newer ones).
- You can try [Project Gutenberg](#).
- Want to listen to it on your iPod? Try [LibriVox](#), it's a group site where people volunteer to read parts of the book to create an audio version.

Search Wesleying

UNIVERSITY PROPAGANDA

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[Wesleyan Magazine](#)

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[Lecture Series](#)

[Wesleyan University](#)

<!DOCTYPE html PUB  
xmlns="http://www.w3.o  
content="text/html; cha  
content="Blogger" /><li



## Geography 350: Introduction to Urban Geography

### Syllabus

#### Metropolitan Analysis Project

- [Project Background Paper](#)

Industry Data for Canadian Census Metropolitan Areas (CMAs)

- [Labour Force Survey Estimates, by CMA by North American Industry Classification System](#)
- [Labour Force Survey Estimates, Canada, by North American Industry Classification System](#)

Occupation Data for Canadian Census Metropolitan Areas (CMAs)

- [Labour Force Survey Estimates, by CMA by National Occupational Classification](#)
- [Labour Force Survey Estimates, Canada, by National Occupational Classification](#)

Industry Data for United States Metropolitan Areas (MAs)

- [Full and Part-Time Employment by Industrial Sector, 1987 and 2000](#)

Occupation Data for United States Metropolitan Areas (MAs)

- [Nationwide, 2000; MSAs, 2000 \(Part 1, 2\)](#)
- [Nationwide, 2004; MSAs, 2004 \(Part 1, 2, 3\)](#)

For further information and additional tabulations, see the [Occupational Employment Statistics Program](#) at the U.S. Department of Labor, Bureau of Labor Statistics.

- [Lexis-Nexis, Legal and News Database](#)
- [Canadian Newsstand](#)

### Lecture Notes

These notes and essays are provided for your convenience, but please do not regard them as substitutes for attendance. In our frantic techno-info-edu-tainment-saturated society, your most valuable possessions are your *presence* and your *attention* -- and that's precisely what I want from you. These essays are evolving documents, and I typically make revisions and post updated versions a few minutes before walking into class.

- [Course Introduction](#)
- [How geographers approach the city](#)
- [A Short Historiography of Urban Geography](#)
- [Urban Origins and Historical Processes of Urbanization](#)
- [Renaissance Urbanization, Design, Planning](#)
- [The Industrial City in North America](#)
- [Theories of Urban System Development](#)
- [Model to Plan to Market: Socialist and Post-Socialist Urban Systems](#)
- [Urban System Development in the Global Periphery](#)
- [Canadian-U.S. Contrasts in Urban Development](#)
- [Globalization and World Cities](#)
- [How to Analyze a Metropolitan Economy](#)
- [The City as a Real-Estate Growth Machine](#)
- [Housing Markets and Neighborhood Change](#)
- [Social Area Analysis: New Urban Forms, New Urban Models \[and a text only version\]](#)
- [Race, Housing, and the Urban 'Underclass'](#)
- [Gentrification and Homelessness](#)

Below are a few other notes and essays for topics that we did not have time to cover in class. These are provided in case you're interested; you will not be tested on this material.

- [Immigration, Spatial Assimilation, and the 'Balkanization' Debate](#)



# Romancing the Blog



Home



Info



Bios



Contact

What's hip, what's now, what's tomorrow in the romance world

## Columnists

- ◆ Allison Brennan
- ◆ Alyssa Hurzeler
- ◆ Amy Garvey
- ◆ Angela James
- ◆ B.B. Medos
- ◆ Brenda Coulter
- ◆ Charlene Teglia
- ◆ Daniela L.
- ◆ Dee Tenorio
- ◆ Deeanne Gist
- ◆ Diana Peterfreund
- ◆ Donna Hill
- ◆ Eric Selinger
- ◆ Jana J. Hanson
- ◆ Jennie Sizemore
- ◆ Jennifer Estep
- ◆ Jo Leigh
- ◆ Jordan Summers
- ◆ Julie Cohen
- ◆ Kara Lennox
- ◆ Karen Templeton
- ◆ Kassia Krozser

« It's That Time of Year Again

Paranormals. The new historical? »

## Sanborn Maps

Deeanne Gist ◆ March 24, 2006

How is it that I hadn't heard of these? Am I the only one? Last week I had traveled to the locale of my WIP and asked if they had any maps of their town in 1894. The librarian moved to her computer, clicked on <http://sanborn.umi.com>, put in her username and password, selected the name of the city, state and year. Then ... whammy! Up popped a detailed map of their town in 1894.

It showed the size, shape and construction of dwellings, commercial buildings, and factories. It gave the widths and names of streets, property boundaries, building use, and house and block numbers. It indicated the locations of water mains, fire alarm boxes and hydrants.

The librarian swiveled around in her chair and said, "You know, you can access these from home. All you need do is call your local library and ask them for their username and password."



## Open Blog Night

- ◆ Let your voice be heard!

Add

- ◆ Add your blog to our sidebar!

Archives

By Month

By Columnist

Search

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**Materials:**[Books](#)[Syllabus](#)[Schedule](#)**Documentation**[Style Guide](#)[C# vs. Java](#)**C# and .NET Resources**[Microsoft Developer Network](#)[MSDN Home](#)[Visual C# Home](#)[.NET Class Library](#)**Software Center**[Microsoft Academic Alliance](#)[WTRY](#)[DirectX 9.0 SDK](#)[Home](#) > [Computer Science 2 - RAPT Program](#) > [Books](#)

## Books: RAPT Computer Science II

The following books are required or optional for the RAPT Computer Science II course. You can find these at the campus bookstore, but you may want to get it at an on-line seller like [Amazon.com](#) or [ecampus.com](#).

- Programming C# [ [electronic resource](#) ] by Jesse Liberty, Sebastopol, CA : O'Reilly, c2005.
  - This book is the required book for the class.
- C# programmer's cookbook [ [electronic resource](#) ] by Allen Jones, Redmond, Wa. : Microsoft Press, 2004 (Norwood, Mass. : Books24x7.com).
  - This book is optional for the class. Some examples from the book will be used.
- C# threading handbook [ [electronic resource](#) ] by Tobin Titus Berkeley, Calif. : Apress, c2004 (Norwood, Mass. : Books24x7.com [generator

# Chris Tyler's Blog

## Multihead and Nvidia Drivers

Sunday, February 4, 2007

I recently updated the Nvidia drivers on my [multihead Linux system](#) and had a rude shock: the newest driver does not support my PCI-based Nvidia cards (two NV18's [GeForce4 MX 4000] and an NV17 [GeForce4 MX440]). After experimenting a bit, I realized that the Nvidia "Legacy" driver doesn't offer what I need either -- there seems to be a third driver, which is legacy but not declared legacy, the [Nvidia 96xx series](#). (On Linux, the

(I also found it interesting that gnome-power-manager tries to report the battery life in the wireless display--though I don't think the keyboard is reporting correct values, since the batteries are about a year old and they're reported to be at 100%).

It's always a nice surprise when unexpected new features work right out of the box!

Posted by [chris](#) in [Computing](#) at 11:29 | [Comment \(1\)](#) | [Trackbacks \(0\)](#)

**The Linux Multiseat X Mini-HOWTO** and related articles.

### About Chris Tyler

I am a Christian, college professor, computer programmer, system administrator, author, and consultant. I've worked on systems ranging from dedicated microprocessor-controlled data converters to Multics mainframes, but my

### Privacy Information

*Fedora Linux* is also available for online reading through [Safari](#) and in downloadable PDF format from [oreilly.com](#)

### Chris' Links

[Chris' Weblog at O'Reilly](#)

[Chris at Seneca](#)

[Linux System Administration](#)

## Basic Search





























## Advanced Search

 [Search History](#)

Search:

within

Free Text

**Database:** Click the  icon to see readings from a specific course by campus.☐ Library Catalog☐  **King Campus** ☐  **Newnham Campus** ☐  MGS525 ☐  NAT160 ☐  Health and Nutrition Report: article searches ☐  Week 01: Key concepts and the story about nutrition ☐  Week 02: Science of nutrition and understanding food labels ☐  Week 03: Nutrition guidelines and what it is healthful diet ☐  Week 04: Digestive system: how the body uses food ☐  Week 05: Carbohydrates and diabetes ☐  Week 06: Fats and cholesterol ☐  [Cholesterol-heart disease connection \(website\)](#) ☐  [Comparison of dietary fats \(chart\)](#) ☐  [Consumer's guide to fats \(article\)](#) ☐  [Controlling cholesterol counts \(video\)](#) ☐  [Fat facts \(video\)](#) ☐  [Keeping cholesterol under control \(article\)](#) ☐  [Know your cholesterol \(chart\)](#) ☐  [Revealing trans fats \(article\)](#) ☐  Week 07: Protein and amino acids 



# Assessing ROI



Tell  
Someone

- There is no sense in conducting marketing activities if you have no plans for assessment or are unable to measure results.
- You need to know what your return on investment was before you allocate resources to do it again.
- You need to know what actions were successful and which were not to ensure resources (staff time, funding, etc.) are not squandered needlessly and problems can be identified for resolution.

Tell  
Someone

# How do You Assess the ROI?

- Pick one and easy way to track WOM.
- Find out which talkers achieve results.
- Find out which topics work.
- # blog comments?
- References in assignments.
- Usage stats. Pre and post.

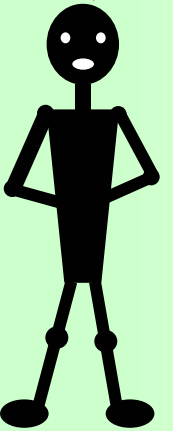
Tell  
Someone

# Reward Your Speakers

- Thank talkers privately: F2F, email, cards.
- Thank talkers publicly: on your website, plaque on the library wall, blog backs, comments.

Tell  
Someone

# Dealing with the Negative

- 
- Know what they're saying.
  - Show you are listening.
  - Convert critics if you can.
  - Don't try to win.
  - Final word counts most.

February 7, 2007

## The Library of Tomorrow

Filed under: [Commentary](#) — Posted by Dwight @ 4:03 pm

It seems that the Metropolitan Library System (Oklahoma County) has rolled out a new [eMedia section](#) on their website. Patrons can now log into the site and download audio books. I haven't perused the entire catalog, but it appears that there are a few books I might be interested in "reading" with headphones on.

In fact, I was kind of excited about downloading one and giving this new service a try. Load one onto my iPod and listen during my lunch breaks, or as I fall asleep at night. But alas, I got my hopes up too soon. The audio files come as WMA (Windows Media Audio) DRM-protected files which are incompatible with the iPod. OverDrive, the company managing this digital content, seems to [put all of the blame on Apple](#):

OverDrive would love nothing more than to provide content for your iPod

It's all Apple's fault. Ummm, yeah... It couldn't have anything to do with the fact that you're putting these audio books on Microsoft's proprietary copyrighted DRM file format could it? Ever heard of MP3?

And, what makes this all so hilarious is that the [Microsoft Zune doesn't even support these audio books](#).

The library suggests that I'll be able to enjoy these titles "for [my] reading and listening pleasure anywhere, anytime." Not so much, I guess. Of course, for at least some of the titles, I could go through the time-consuming process of burning these titles to a CD...ripping that CD back into iTunes...and then putting it onto my iPod. But, for all that effort, I might as well just actually read the damn thing.

Self-Hating Okie (5)  
Sports (3)  
Television (5)  
The Black Cat (83)  
Travel (6)

## Archives

February 2007  
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August 2003



Tell  
Someone

# Practical Problems

- Product placement, targeted to a library's user groups, is inherently difficult in the online universe.
- There are too many options for placement, web sites rapidly heat up and cool in popularity.
- Staying on top of who is hot, and who is not, is extremely time consuming and may not even be sustainable.



Tell  
Someone

# Persistent URL Opportunities

- Full-text articles and citations from newspapers, magazines, or journals
- Periodical titles
- Full-text books
- Canned searches
- Databases
- Library Catalogue Records

Tell  
Someone

# PURL Headaches

- We use links to share.
- Not all links are created equal.
  - Dynamic (session-specific)
  - Authentication (paid content)
  - Link lifespan (dead links)

Tell  
Someone

# We Need to Lean On Vendors to Make PURLs Easily Available

- At the top of each article, right above its title, you will see a string that looks like this: doi:10.1016/j.tcb.2006.07.007 (The DOI is a unique and, most importantly, persistent identifier for each article.)
- To create the persistent link, add this Digital Object Identifier (DOI) [without the “doi”] to the prefix <http://dx.doi.org/>.  
**<http://dx.doi.org/10.1016/j.tcb.2006.07.007>**, for example.
- Add “**<http://lcweb.senecac.on.ca:2048/login?url=>**” to the front of the hyper link.
- The example:  
**<http://lcweb.senecac.on.ca:2048/login?url=http://dx.doi.org/10.1016/j.tcb.2006.07.007>**  
is a persistent link to the article above.

Tell  
Someone

# PURL Headaches

- The links are becoming easier to locate or build.
- Staff involved in WOM marketing need to provide instruction to targeted individuals and groups.



# Recap...

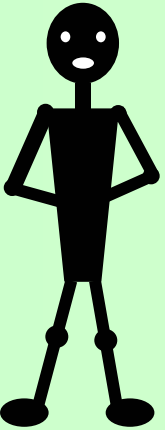


Tell  
Someone

- Awareness gap between our resource offerings and the communities they serve.
- Our resources need to be where people are online.
- **WOM or referral marketing is a strategy to span this product placement gap.**
- WOM will not help inferior products.
- There will be a mix of WOM home runs and foul balls.

# Thanks

Tell  
Someone



James Buczynski, MLIS

Electronic Resources Acquisitions Librarian

**Seneca** LIBRARIES

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James.buczynski@senecac.on.ca

PPT file and supporting documents are on  
the conference website.